

Candy Bar Gazebo

Volume 1, Issue 3 - Summer, 1984

SOCIAL SCIENCE/AMERICAN

THE CANDY BUTCHER

The sales pitch made by the candy butcher was often part of the burlesque show, vaudeville, and variety hour presentations in the 1920s and 1930s during intermissions. The candy butcher really gave out a spiel trying to entice the audience to buy the boxes of candy (often molasses kisses) he was hawking.

The candy butcher would give a long build-up of the confectionery delights within each box and then would say something like, "And it's only 25¢!" (Or whatever the price would bear.) "And a terrific prize within each and every box!"

There'd often be a shill or two in the audience who would get up at the right occasion and hold up a watch, ring, whatever - saying, "Hey, I won a prize! I won a prize! I got this beautiful diamond ring in my box of candy for only 25¢!"

At the more risqué shows the candy butcher would even promise pictures showing beautiful women in various stages of dishevelment as an additional prize. He'd close that particular spiel by saying, "... a complete set of these red-hot poses imported directly from Paris to make your heart go boom, boom, boom in each and every box!"

While considered hot numbers in those days the pictures were quite tame, however, when compared to advertisements that can be found today in such respectable periodicals as The New York Times and The New Yorker.

The candy butcher routine, sad to say, is a thing of the past. But the act remains as a reminder of some of the classic sales pitches that were around in the 1920s and 1930s.

The routine hasn't been forgotten because every so often it has been adapted to sell numerous products in a humorous fashion - with radio routines being especially successful. One such routine was utilized on radio by the D.L.Clark Company in the late 1940s.
(continued)

Clark Candy Butcher Routine

"Now, friends, we've been asked to hold up the show while Mrs. McSnayfish looks for her little boy. And during the interim, friends, I'd like to take this opportunity on behalf of the makers of the famous Clark candy bar, to call your attention to the tasty center of attraction, found only in the delicious Clark candy bar, tasty tempting caramel, surrounded by crisp golden candy, honeycombed with fresh peanut butter and topped with pure milk chocolate. Now, friends..." (He is interrupted by a youngster walking onto the stage.)

The candy butcher grabs ahold of the youngster by the arm and says, "Just a minute, buster. What's your name?"

The youngster answers, "Michael McSnayfish the Third."

"You mean this has happened twice before?" the candy butcher responds.

(Buzzer goes off indicating next act is on.)

"That's the signal, friends. Let's get on with the show. Come on, kid." (Fade out)
(continued)



(Bradley Burg collection)

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General membership in The Great American Candy Bar Club is open to the public. A free membership card can be obtained by sending in a self-addressed stamped envelope.

Active membership requires an annual fee of \$10.00. Active members receive quarterly issues of Candy Bar Gazebo and are entitled to any offers extended by that publication.

Back issues of Candy Bar Gazebo, if not out of print, are available at \$3.00.

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David L. Clark was a young Irish immigrant who started his own candy factory in 1886 in Pittsburgh. As a result of World War I he began specializing in the production of his now famous Clark bar, first on the scene in 1917.

During the late 1940s the D.L. Clark Company conducted a radio and magazine ad campaign featured as The Center of Attraction. Drawings of attractive young ladies engaged in sports, and drawings of children engaged in hobbies were often featured in the ads. A baseball drawing was also used, with one player digging into an offered box of Clark bars (perhaps during the seventh inning stretch).

Movie stars were also utilized in the ads. Virginia Mayo was one of those stars, who in 1948, was appearing in the movie, "A Song Is Born." Born as Virginia Jones in 1920, Mayo was known as the American "peaches and cream" leading lady of the 1940s. She was often cast as decoration in the color extravaganzas of the times, but a pretty nice one at that. One film in which she appeared, "She's Working Her Way Through College," (1952) had in one of the male lead roles an actor named Ronald Reagan. (In that same year Reagan was also featured with Bonzo the chimp in "Bonzo Goes To College.") Ah, those were the days. Roger Wilco, over and out.

The image displays three separate vintage advertisements for Clark Bars, arranged side-by-side. Each ad features a different theme and illustration.

- Left Ad:** Titled "The Center of Attraction" in a large, stylized font. It depicts a young woman in a light-colored dress and high heels, striking a dynamic pose with one leg raised. Below her, a large Clark Bar is shown, with a smaller bar in front of it. Small text at the bottom left reads: "This is the center of attraction... and the winning candy of the Clark Candy Bar is right in the center of attraction to people all over the world. Its honeycomb center is sweet with delicious almond butter and caramel. Covered with rich milk chocolate. Ask your dealer for a Clark Bar... only a nickel whenever you are. Not quite a nickel, not a Clark Bar with a glass of water between 8 and 9 p.m."
- Middle Ad:** Also titled "The Center of Attraction". It shows a group of four young men in baseball uniforms. One player is kneeling on the ground, reaching into a large box of Clark Bars. The other three players stand around him, looking on. A large Clark Bar is prominently displayed in the foreground.
- Right Ad:** Features a large, close-up portrait of actress Virginia Mayo. Above her head, the text reads "My favorite candy bar" and "says Virginia Mayo starring in Samuel Goldwyn's Technicolor comedy 'A Song is Born'". Below the portrait, a circular graphic contains the text "The Center of Attraction". At the bottom, a large Clark Bar is shown, with a smaller bar in front of it.

THE GOOD OLD OLDIES

Minter Brothers of Philadelphia and Bridgeport, Pennsylvania, no longer operating, started as a jobbing house in 1920. In 1923 Minter Brothers leased part of the building occupied by the old Croft & Allen Company, an old and fine Philadelphia candy house. That year

Minter Brothers first began producing their own items such as 5¢ cocoanut Easter eggs and 5¢ cocoanut bars.

In 1952 the Cumberland Valley Products Co. of Philadelphia was taken over because of increasing demand for caramels and fudge. And in 1954 the Milk Maid Candy Co., including the trade name of Pin Wheels, was acquired.

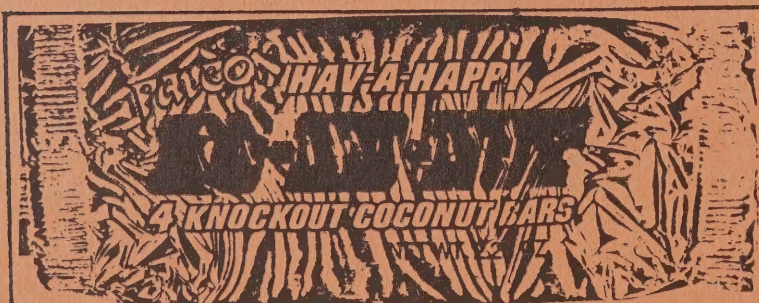
Back in the 1940s two of the better selling Minter bars were Oriental Chocolate Covered Cocoanut and Chocolate Covered Fudge. The Oriental bar wrapper colors were silver, maroon, and white. The Fudge wrapper colors were flamingo, maroon, and white.

Ira Minter was one of the co-founders of the company. Today

Mr. Minter is associated with The Falcon Candy Company of Philadelphia. (Note: Cocos nucifera, a tall tree of the palm family, bears fruit that was originally spelled cocoanut. In the 1950s the "a" was dropped, so the more acceptable spelling became coconut.)

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NEW KID ON THE BLOCK



New late last year was the Falcon Ko-Ko-Nut bar. In the package - four coconut bars - covered with chocolate or confectioners coating. Wrapper colors - brown, red, white, on metallic silver.

FOR ONE-WINGED BIRDS

Don Jones of Nestlé Company in Chicago, sent along a real conversation piece recently. Mr. George Williamson, the father of the Oh Henry! bar, had his own labels made for bottles of liquor in his home in Biloxi, Mississippi. The Williamson plantation was called Williamson's Old Fairhaven, and was shown on the label. The Liquor (note the large S on the label), was Scotch, and the label carried the heartwarming message, "Especially recommended for Birds who can't fly with one wing." George Williamson was indeed creative in more ways than one, no doubt about that!



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SAMPLING TIME

The new H.K. 25 candy bar presented in the last issue is now available to club members in a special deal offered by Donald J. Oelerlich, Jr. (The bars, where available, sell for \$1.25 each).

Order quantity: Five bars, packaged as a unit

Cost, including shipping: \$6.00

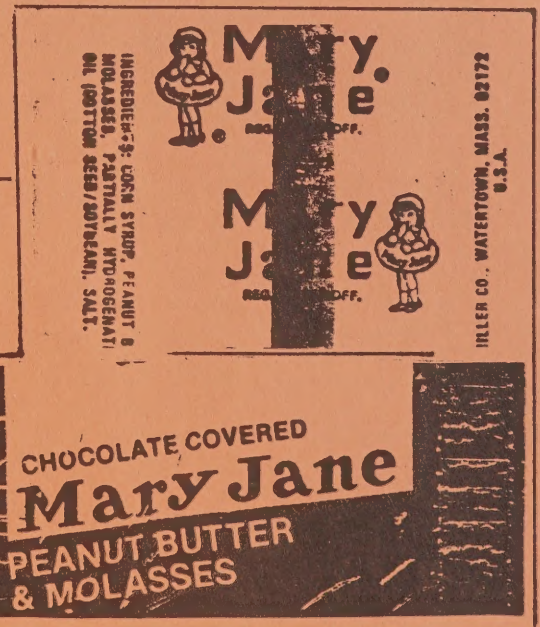
Who to contact: O.M.I. Industries
P.O. Box 252
Libertyville, IL 60048

Remember the days of penny candy when Mary Janes were favorites of kids? You can take a trip down memory lane to update yourself on chewy Mary Janes and new Chocolate Covered Mary Janes!

Order quantity: one each of 7½ oz. and 8 oz. bags - Mary Janes and Chocolate Covered Mary Janes

Cost, includes shipping: \$3.25

Who to contact: Judy Starr or Mary Pallone - Charles N. Miller Co., P.O. Box 240 - Watertown, MA 02172



NOSTALGIA/Ray Broekel



Courtesy of George Pearson, Ray Broekel and Alan Bitterman

CANDYLAND, MINN.

Next time you grab a candy bar, pay attention to its center. If it's soft and fluffy, there's a good chance Twin Cities candy makers had something to do with it. Much candy-bar history was made here, and two things in particular helped put us on the confectionary map: some excellent candy-bar manufacturers (remember Snow Wonder and Cherry Hit?) and a formula goof that ended up being known in the industry as the "Minneapolis Nougat" or the "Minnesota Nougat."

The Pearson Candy Co., which is still operating out of St. Paul, was

founded in Minneapolis in 1909 by P. Edward Pearson with the help of two brothers, Oscar and John. Pearson produced one of the first combination candy bars made in the United States, the 5-cent Nut Goodie. The Cherry Oval, Club Sandwich, Bonanza Bar and The New Recruit followed, and by the 1920s the company, with the additional help of brothers Waldemar and Fritz, was a chocolate-and-nut empire.

Pearson's Salted Nut Roll (now called the Peanut Nut Roll) was first produced in 1933 at the height of the Depression. Today, with the Nut Goodie and the

"change-maker" mints you see near restaurant cash registers, it is the company's most popular candy bar.

In the 1930s, one of the Minneapolis-St. Paul area's best-known candy bars, the Seven Up, first rolled off the line at the Trudeau Candy Co. in St. Paul. It consisted of little individual candy segments, each with a different center, all covered with dark chocolate. Originally, one segment contained a Brazil nut, one had jelly, another had coconut and the other four had various kinds of caramel fillings.

In 1951 the Pearson company purchased Trudeau and continued to manufacture the dark-chocolate Seven Up as well as a milk chocolate-covered version, with some changes in the shape and flavors (the Brazil nut was eliminated, and mint and butterscotch took their turns on the inside). Then, a few years ago, Seven Up ceased production. As early as the 1930s, there had been a dispute with the 7 Up Bottling Co. over who had first-use rights to the name. Trudeau's records from the time show that it was first, but to settle the disagreement, Pearson sold the name to the bottling company, which then leased the trademark back to Pearson on a long-term basis. When the candy maker became part of the Confections Group in 1979, 7 Up repurchased the license agreement—and the right to manufacture the candy bar. By now the bar, with its seven different flavors, had become expensive and difficult to make, and, after it was sold, it disappeared from the candyland scene.

Another sweet Twin Cities success story is that of the Minneapolis or Minnesota Nougat. In the early 1920s, Pendergast Candy Co. of Minneapolis was experimenting with a formula for a new candy bar with a chewy nougat center. The candy makers goofed on the formula, however, by adding too much egg white. The result turned out not to be chewy, but a fluffy, airy, puffy nougat!

The name chosen for the bar before the goof was Emma. But because the fluffiness resulted in a larger-sized bar, the adjective "fat" was tacked on. Fat Emma it was.

Other candy makers quickly realized the potential for an airy nougat-centered bar and came up with their own versions. It was here that Frank Mars, who had come here from Tacoma, Wash., opened his Mar-O-Bar Company. In 1923 he developed his fluffy, nougat-centered Milky Way. Despite its success, Mars himself had difficult years in Minneapolis, often having to go to the Pearson Candy Co. to buy raw

materials on a cash-and-carry basis to fill his own orders. He discontinued his business in Minneapolis in the late 1920s to open up again in the Chicago area. While Mars was nonoperational, the Milky Way bar was manufactured by the Schuler Candy Co. of Winona. When Mars reopened in 1929, he bought back the rights to the bar from Schuler for \$5,000.

Meanwhile, Pendergast continued to make the Fat Emma, at one point as a quarter-pound bar. The company soon found it too expensive to manufacture and market, and licensed out the name to other candy makers. One of those was St. Paul's Sanitary Food Manufacturing Co. Sanitary made a two-ounce Fat Emma for a short time, along with other candy bars called Horses and Gigolo.

Another brief Fat Emma licensee in the 1920s was the Williamson Candy Co. of Chicago, which made the Oh Henry! candy bar. In 1928 Pendergast Candy was bought by a Minneapolis company that was later to become Hollywood Brands, makers of Pay Day and Butter Nut.

In the early 1940s, several years after Hollywood Brands had relocated from Minneapolis to Centralia, Ill., two employees who had moved with the company decided to come back home. Thus around 1940, Candymasters, Inc. was formed in Minneapolis. One of its bars was Coffee Dan; another was Walnut Hill, named after a small town about six miles from Centralia.

The Walnut Hill had a nougat center with walnuts, and the company's Brazil Hill had a Brazil nut. Other Candymasters specials of the time were the North Pole and Snow Wonder.

St. Paul's Fisher Nut Co., too, was in the candy-bar business for a short time, back when it was known as Fisher Nut & Chocolate Co. Candy-bar production lasted for only a few years in the early 1940s, but it was long enough to create two bars with the rather delightful names of Daylight and Moonlight. They were around for only about eight months. Cherry Hit was one of the more popular Fisher bars, but it was also dropped when the company decided to concentrate on nuts.

Through all the comings and goings, only Pearson Candy Co. in St. Paul still produces candy bars. But many a fluffy-centered candy owes a debt to the Minneapolis Nougat and Fat Emma. The offshoots are reminders that the area is indeed a place where candy-bar history was made. □

Ray Broekel is the author of The Great American Candy Bar Book. All rights reserved.

Wallace Pfeifer of Joliet, Illinois, shared a clipping from the Chicago Tribune. It featured a "cause" candy bar which made its debut a few months ago. The wrapper has the "Baby Doe" emblem of a crawling infant on it, and is being manufactured as a fundraising tool for the Illinois Right To Life Committee.

Ed Curtis of Winona, Minnesota, reports: "The Spring issue of Candy Bar Gazebo was very good. I liked the 1958 Schuler ads and also the Halligan Co. bars from Davenport, Iowa." Ed also reported that a Milwaukee Brewer bar turned up in Winona last year. (What's happened to the Minnesota Twins?)

And guess what showed up in New Jersey recently - a Baltimore Orioles candy bar wrapper. It's another of Set Brauer's baseball bars, 1983 purchase.



The contract for the sequel to The Great American Candy Bar Book was signed in mid-May. The publishers, Wallace-Homestead Book Co., of Des Moines, Iowa, are quite excited about Sweet Nickel Nostalgia which will be full of all new features and illustrations. More about this one when publishing plans are formalized. Included will be more American candy bar history, some old and new recipes for making and using candy bars, and a new just for fun section. Be on the lookout for Sweet Nickel Nostalgia.

Oh Henry!

Cup Cakes New and Delicious



Not long ago, women who had been slicing Oh Henry! discovered that Oh Henry! was also a new way to give a new and richer individuality of taste to many of the old favorite recipes.

This recipe of Mrs. Grace W. Haskill's for Oh Henry! Cup Cakes is one of more than 5,000 recipes we have recently received. Try it.

Oh Henry! Cup Cakes

$\frac{1}{2}$ cup shortening	1 teaspoon ground cinnamon
$\frac{1}{2}$ cup sugar	
1 egg	$\frac{1}{2}$ teaspoon ground cloves
1 cup molasses	
Grated rind $\frac{1}{2}$ orange	1 cup boiling water
3 cups flour	1 teaspoon ground ginger
$\frac{1}{4}$ teaspoon salt	
1 teaspoon soda	

Cream the shortening and sugar, add the well beaten egg, molasses and grated orange rind, then the flour, salt, soda and spices thoroughly sifted together. Pour the boiling water over the ginger and add last. Beat well and bake in well greased cup cake pans in a moderate oven - 350-375 degrees F. - about twenty minutes. Shortly before removing from the oven put two thin slices of Oh Henry! on each cake and return to the oven for a moment to melt as a frosting.



Slice
and Serve

"Sixty Ways To Serve a Famous Candy"

WE HAVE collected 60 of these new recipes into a handsome Oh Henry! recipe book, in colors, and called it "Sixty Ways to serve a Famous Candy." It belongs in your kitchen. Mail 10c (stamps or silver) for a copy. And 'phone your grocer, drug or candy store for 6 or 8 bars of Oh Henry! . . . now!

WILLIAMSON CANDY CO.
Chicago, Ill. Brooklyn, N. Y.

© 1926

RECIPE CORNER

Going back to 1926, here's a prize recipe utilizing the old chocolate covered Oh Henry! candy bar.

Oh Henry! Cup Cakes

$\frac{1}{2}$ cup sugar	3 cups flour
$\frac{1}{2}$ cup shortening	1 teaspoon ground cin-
1 egg	namon
1 cup molasses	$\frac{1}{2}$ teaspoon ground
grated rind	cloves
$\frac{1}{2}$ orange	1 cup boiling water
$\frac{1}{4}$ teaspoon salt	1 teaspoon ground
1 teaspoon soda	ginger

Cream the shortening and sugar, add the well beaten egg, molasses and grated orange rind, then the flour, salt, soda and spices thoroughly sifted together. Pour the boiling water over the ginger and add last. Beat well and bake in well greased cup cake pans in a moderate oven - 350-375 degrees F. - about twenty minutes. Shortly before removing from the oven put two thin slices of Oh Henry! on each cake and return to the oven for a moment to melt as a frosting.

The concept of using thin slices of a candy bar to melt as a frosting is an excellent one that could be applied to any present day candy bar that particularly turns you on. So experiment!

(The ad shown at left appeared in Hearst's International Cosmopolitan, April, 1926)

Baby Ruth Time

During World War II the Curtiss Candy Company featured cookie recipes using Baby Ruth bars in national ads. The ad at the right appeared in Good Housekeeping, February, 1942.

The Baby Ruth wrapper of the times also carried the recipe, but with a few minor changes for the better. That recipe is reproduced below.

Baby Ruth Cookies

1 egg $\frac{1}{2}$ teaspoon salt
 $\frac{1}{3}$ cups flour
 $\frac{1}{2}$ teaspoon soda
 $\frac{3}{4}$ cup white sugar
 $\frac{1}{2}$ cup butter, or other shortening
 2 Baby Ruth bars (in 1942 a bar weighed $1\frac{1}{4}$ ounces)

Cream butter and sugar until smooth. Beat in egg, then stir in all the other ingredients. Chill and drop by half teaspoonful on greased cookie sheet. Bake in moderately hot oven (375 F) for 10 to 12 minutes. Makes 50 to 75 cookies.

(The concept of using candy bars in today's world may be a step upward from just making chocolate chip cookies that's the rage at present.)



Quick! Delicious! Inexpensive!

• Sure you like cookies. Who doesn't? But you'll love BABY RUTH Cookies—they're so crispy, crunchy and delicious. Baking these cookies really brings out all the wonderful flavor BABY RUTH has and gives your whole family a treat. BABY RUTH, pure fine candy, contains Dextrose—so do the cookies—and that makes 'em good for young and old. Bake a batch today.

(First and Only Candy Served the Quints)



SEND HIM
A BOX



DR. ALLAN ROY DAFOE SAYS:

"Baby Ruth, being rich in Dextrose, vital food-energy sugar, and other palatable ingredients, makes a pleasant, wholesome candy for children."



LOS ANGELES REPORT

A Salute To Chocolate II, May 5,6, L.A. Convention Center, was a success - over 12,000 came. Leonard Kallok, a charter member of the club helped out in the booth. Other club members at the show were Ira Katz, Jean Sinclair, and Rebecca Choice. Ghiradelli, Nestlé, and Hershey's provided samples for the two lectures on candy bar history that were presented to appreciative audiences.

Two Nestlé stalwarts, Malcolm Blue and Kathy Kelly, along with Elaine Gonzalez doing her masterful chocolate artistry demonstrations, made the Nestlé booth one of the highlights of the event.

Sampled at the show were two relatively new Ghiradelli gourmet bars, Milk Chocolate Macadamia Coconut, and Milk Chocolate Fiji Coconut. The legend on the back of the Macadamia Coconut bar reads:



"The flavorful combination of macadamia nuts and the coconuts are grown for Ghiradelli on Matana Nola Plantation of Koro, one of the beautiful and temperate islands of Fiji. Here in the South Pacific, they develop an exceptionally fine tender, crunchy flavor, adventure. On the wrapper is a picture of South Beach on Captain Bligh's Cove at the plantation where the nuts are grown." Verdict on the bars? Quite good, but the price is steep.



SHOW COMING UP

The first Chocoholics Weekend will be held November 23-25 at The Westchester, 80 West Red Oak Lane, White Plains, NY 10604. Contact Gary Oster for details. Why not plan to attend? Gazebo will be there.

ARTICLES TO COME

Look for these special features in future issues of Gazebo ---
 -----The Great Depression, Eagles, and Aces -----
 -----Happiness Is Candy -----

Candy Bar Gazebo

SUPPLEMENT

Volume 1, Issue 3 - Summer, 1984

SOCIAL SCIENCE/AMERICAN

MORE FORTHCOMING FALL SHOWS

"A Taste of Chocolate," September 14-16, 1984, Hyatt Regency at Crown Center, Kansas City, Missouri (Gazebo plans to be there)

"The 2nd Annual Chocolate Faire," September 15,16, 1984, Bahr Temple, Shrine Auditorium, San Diego, California

"A Tasteful, Tasty Evening: Chocolate, Etc.," October, date to be set, 1984, Ipswich, Massachusetts (Gazebo plans to be there)

"Chocolate Lovers Hyattfest Weekend," November 10-11, 1984, Hyatt Regency Woodfield, Schaumburg, Illinois - Chicago suburb (Gazebo plans to be there)

SAD NEWS



Schrafft Candy Company officials announced on May 31, 1984, the closing of their Charlestown, Massachusetts plant. More than 800 workers will be left jobless. The plant has been in operation since 1928, the only remaining Schrafft candy factory.

The closing announcement was the second in four years. In March of 1981 Gulf & Western Industries Inc., the then parent company, closed the plant. A month later American Safety Razor bought and reopened the company. The plant was refurbished, and the parent company then acquired two other candy companies, Barton's and Pangburn. Soon Pangburn Millionaires and Billionaires, as well as Barton's candy bars and candies, joined Schrafft label products coming off the production line. At this writing (6/1/84) American Safety Razor is still trying to sell the business, the trademarks, and the name.

Candy bars and candy companies have come and gone over the years. And that's especially true of the 1920s and 1930s when literally every candy maker throughout the United States thought to get into the bar business by turning out their own brands and putting labels on them. The Midwest had its share of companies and bars who soon slipped off into the ghost section of Candyland Cemetery, so little, if anything, was known about them except for the presence of a wrapper or two. Out in Ohio Akron Candy Co. put out Cream Peanut Cluster for 5¢. Over in Peru, Indiana, Charles Arnold & Sons produced Arnold's Nut Cake. And up in La Crosse, Wisconsin, Spanish Beauty was a product of R. Ambroz Liberty Candy Co. as was a bar identified by the name of Baby Elephant Bar.



Wrappers - Alan Bitterman collection

